STATE OF SOUTH CAROLINA BEFORE THE PUBLIC SERVICE COMMISSION DOCKET NO. 2019-387-A

REGULATION TO HELP PREVENT THE /	IN RE:)
POTENTIAL FOR MISLEADING ADVERTISEMENTS BY PROHIBITING THE SALE OF CUSTOMER DATA BY REGULATED UTILITIES ABSENT A CUSTOMER'S DIRECT CONSENT (See Commission Order No. 2019-877)	PURPOSE OF PROMULGATING A REGULATION TO HELP PREVENT THE POTENTIAL FOR MISLEADING ADVERTISEMENTS BY PROHIBITING THE SALE OF CUSTOMER DATA BY REGULATED UTILITIES ABSENT A CUSTOMER'S DIRECT CONSENT (See)))) NOTICE OF APPEARANCE) OF COUNSEL)))))

YOU WILL PLEASE TAKE NOTICE that Carri Grube Lybarker, Consumer Advocate for the State of South Carolina and Administrator of the South Carolina Department of Consumer Affairs ("Department"), and Kelly H. Rainsford and L. Becky Dover, counsel for the Department, give notice of appearance in the above-captioned matter. Pursuant to S.C. Code Ann. § 37-6-117(d), (f), and S.C. Code Ann. Regs. 28-3(K), the Department assists all state and local agencies performing consumer protection functions in carrying out their legal enforcement responsibilities for the protection of consumers and undertakes activities to encourage industries to maintain "high standards of honesty, fair business practices, and public responsibility in the production, promotion and sale of consumer goods and services." Pursuant to S.C. Code Ann. Section 37-6-604 the Consumer Advocate may intervene as a party to advocate for the interest of consumers before the Public Service Commission and appellate courts in such matters as the Consumer Advocate deems necessary and appropriate. Any further information or correspondence filed with the Public Service Commission of South Carolina should also be served on the undersigned counsel.

SIGNATURE ON NEXT PAGE

By: s/Carri Grube Lybarker

Carri Grube Lybarker, Esquire Kelly H. Rainsford, Esquire L. Becky Dover, Esquire

S.C. Department of Consumer Affairs

293 Greystone Blvd., Suite 400

P.O. Box 5757

Columbia, South Carolina 29250-5757

Phone: (803) 734-4233 Fax: (803) 734-4060

Email: clybarker@scconsumer.gov Email: krainsford@scconsumer.gov Email: bdover@scconsumer.gov

January 15, 2020 Columbia, South Carolina